

Minutes - Friends of James River Park Board Meeting Tuesday, December 1, 2020, 6:30- 8:00PM

Attendees: Cat Anthony, Scott Dickens, Mike Doerr, Byron Chafin, Kevin Tobin, Scott Silvester, Brooks Whitten, Dean Brunson, Greg Velzy, Jake Savage, Justin Doyle, Katherine Mitchell, Mary Kay Martin, David Broocke, Madge Bemiss

- 1) President Mary Kay Martin called the Zoom meeting to order at 6:35PM.
- 2) Minutes from the November Board meeting were approved.
- 3) President's Report - Mary K. Martin
 - a) An Action Team is being formed to explore the role of the Executive Director/Fund Raiser for the FoJRP. Anyone interesting in being a member of the Action Team, please respond to Jake Savage who is heading up the Team.
 - b) Shiplock Park - FoJRP was asked to write a letter of support to the Capital Region Land Conservancy of a 5 acre parcel of real estate near Shiplock Park that would be put under easement and possibly donated to the JRP. The transaction is highly confidential and has not closed yet.
 - c) Bill Draper Book - so far about \$18,000 worth of books have been sold. Accordingly, it was approved to pay Bill Draper back the \$6,000 he fronted to have the book published and printed which cost about \$12,000 in total. The FoJRP paid \$3,000 and Katherine Mitchell paid \$3,000. Delivery has been delayed due to Covid issues, but it is expected that delivery will be on the 17th or 19th of Dec. There was also a discussion of using PayPal to purchase the book off of the FoJRP website and the difficulty of using a credit card with this payment system. Nothing was decided at this meeting about what to do to overcome this issue. A Flyer promoting the book has been developed and is being put in all of the JRP Kiosks and and there was an appeal by Kevin to share the website link to the FoJRP's book website with others. For example, Kevin has shared it with about 2,000 others.
 - d) It was asked that all Committees meet this month and report back to the Board on Jan. 5th on their goals for 2021.
- 4) Park/Volunteer Report - Matt Mason for Bryce Wilk
 - a) The 18 foot 3 inch flood caused a fair amount of damage, but most of it has been cleaned up. The mulch spreading from the volunteer event was washed away and a new pile is being readied to spread again.
 - b) Andi Clinton is spearheading removal of Invasive Species.

- c) Park staff would like to have the Board members volunteer 2 to 4 times per year and they are working on incorporating this into their calendar.
- d) Seasonal staff is rolling off and will come back to work in March
- e) The winter solstice event is in limbo given the surge in Covid cases
- f) The Park Headquarters will host a feeding program for needy kids and this will be the first event in the Park HQs for non-staff since the Covid infection started

5) Treasurer's Report - Dean Brunson

a) Finances are in good shape with end of year giving and the sale of the Draper book. The Finance Committee will meet this month to determine the best way to manage the cash we have on hand balancing earning income and when the cash might be needed to implement the Master Plan.

6) Finance Committee - Jake Savage

a) A revised Credit Card Policy was discussed and passed unanimously. The Credit Cards are currently issued to Bryce Wilkes, Shawna Shade and Dean Brunson.

7) Membership Development Committee - Katherine Mitchell

- a) All Board member are current on their dues except for 3.
- b) There will be an end of year mailing to our entire data base of names to appeal for gifts and renewing membership and it will include the Draper book Flyer.
- c) An April membership event is tentatively being planned. Byron Chafin suggested Brambly Park Winery as a venue. TBD

8) Leadership Development Committee - Greg Velzy

a) By-laws have been amended to allow for Committee only Members if they fill out an on-line application and are approved by the President, Vice President and the Committee chair.

9) Communications Committee - Scott Dickens

- a) Analytics of the website are way up with 7,215 email participants and social media hits surpassed 2019 in the first 10 months of the year with 16,000 user engagements
- b) The new logo is on the website and Scott is working on conforming colors
- c) The next e-news will come out in Mid Dec.

d) All Board members have a FoJRP.org email address now. If you have trouble accessing it, please contact Scott. This will allow for the Board members to have email groups and access google docs.

10) Advocacy Committee and Master Plan Action Team Report - Mary K. Martin

a) Given Bryce's paternity leave, the MPAT is on hold

b) MKM will get Bryce's MP update and send it to the Board by the January meeting

11) New Business

a) Bill Draper Book update - see 3)c) above

b) Greg Velzy gave brief updates on: Presentation of Brown's Island improvements given to the Falls of the James; JROC has a work project day on Dec. 12th to re-build fences and clear invasive species at Tredegar Street; and Cat Anthony reported that the Bridge Park has started a strategic plan and is hiring a full time staff member soon.

The next meeting will be via Zoom on Jan 5, 2021 at 6:30PM.